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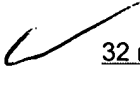



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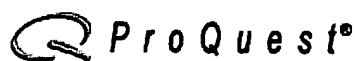
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## Sea-Land Charts Multi-Million Dollar Return On Investment Using ①Hyperion's Analytic Application Software

*Business Editors and High Tech Writers. Business Wire. New York: Aug 30, 1999. pg. 1*

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### Abstract (Document Summary)

Further illustrating the dramatic return on investment customers are achieving with ①Hyperion products, Sea-Land Service, a worldwide leader in container shipping transportation, has achieved a multi-million dollar return on investment by standardizing on ①Hyperion's analytic application platform and enabling 500 users across the enterprise to analyze and optimize its business. Sea-Land developed and rolled out its first ①Hyperion analytic applications in just 16 days, demonstrating the ease and speed that customers are deploying ①Hyperion products and turning large volumes of raw operational data into actionable business information.

"①Hyperion's analytic application software has already helped Sea-Land drive multiple millions of dollars in savings by enabling managers and analysts across the company to uncover vast new insights into our business," said Jack Heilpern director of Cost and Profitability Analysis at Sea-Land. "With Hyperion Essbase and Hyperion Wired for OLAP, we reduced our 20-foot container fleets by one-third, discontinued service to certain countries, and closed unprofitable trade lanes. Now we're able to focus on matching our container flows in the Sea-Land network to customers who need our services."

Sea-Land standardized on ①Hyperion Essbase OLAP (online analytical processing) Server, the market-leading cross-platform enterprise OLAP server, and Hyperion Wired for OLAP, the leading OLAP analysis, presentation and reporting solution running on Windows NT. Users leverage ①Hyperion's analytic application platform across Sea-Land's intranet to analyze profitability (by shipping trade lane, equipment type and market segment), develop investment plans, and forecast sales. ①Hyperion's enterprise-class OLAP products help drive Sea-Land's

competitive advantage by giving executives and line managers total flexibility to monitor, analyze and optimize shipping container contents and global shipping routes for better efficiency and cost savings.

Full Text (998 words)

Copyright Business Wire Aug 30, 1999

SUNNYVALE, Calif.--(BUSINESS WIRE)--Aug. 30, 1999--

Container Shipping Leader Standardizes on Hyperion's Web-Enabled Analytic Application Platform to Monitor and Optimize Transportation

Costs and Drive Customer and Product Profitability

Further illustrating the dramatic return on investment customers are achieving with Hyperion products, Sea-Land Service, a worldwide leader in container shipping transportation, has achieved a multi-million dollar return on investment by standardizing on Hyperion's analytic application platform and enabling 500 users across the enterprise to analyze and optimize its business. Sea-Land developed and rolled out its first Hyperion analytic applications in just 16 days, demonstrating the ease and speed that customers are deploying Hyperion products and turning large volumes of raw operational data into actionable business information.

"Hyperion's analytic application software has already helped Sea-Land drive multiple millions of dollars in savings by enabling managers and analysts across the company to uncover vast new insights into our business," said Jack Heilpern director of Cost and Profitability Analysis at Sea-Land. "With Hyperion Essbase and Hyperion Wired for OLAP, we reduced our 20-foot container fleets by one-third, discontinued service to certain countries, and closed unprofitable trade lanes. Now we're able to focus on matching our container flows in the Sea-Land network to customers who need our services."

The largest U.S.-based ocean carrier and a leader in the global shipping industry with revenues of more than \$4 billion, Sea-Land offers an integrated transportation system of ships, railroads, barge lines and trucking operations providing the most efficient containerized distribution service in the world. Sea-Land Service operates one of the world's largest fleets of container vessels and 220,000 containers, and has developed the most advanced terminal infrastructures in the industry, serving 120 ports in 80 countries. Carrying products ranging from French wines, Dutch beer and Alaskan salmon to German pharmaceuticals, Japanese electronics and American automobiles, Sea-Land provides solutions to meet the ever-changing demands of world trade.

Today, Sea-Land is leveraging Hyperion's sophisticated, open, flexible and scalable analytic application software to drive an enterprise activity-based cost model created from corporate data residing in a variety of platforms, including Oracle Financials, IBM DB2, Information Builder's Focus, and a leading ABC tool. Users in Singapore, Hong Kong, Japan, Netherlands and United Kingdom now access and analyze timely information to make strategic decisions about opening new shipping lanes, shipping more or fewer containers, making capital investments, and planning for seasonal peaks.




Sea-Land standardized on Hyperion Essbase OLAP (online analytical processing) Server, the market-leading cross-platform enterprise OLAP server, and Hyperion Wired for OLAP, the leading OLAP analysis, presentation and reporting solution running on Windows NT. Users leverage Hyperion's analytic application platform across Sea-Land's intranet to analyze profitability (by shipping trade lane, equipment type and market segment), develop investment plans, and forecast sales. Hyperion's enterprise-class OLAP products help drive Sea-Land's competitive advantage by giving executives and line managers total flexibility to monitor, analyze and optimize shipping container contents and global shipping routes for better efficiency and cost savings.

Sea-Land selected Hyperion Essbase OLAP Server and Hyperion Wired for OLAP over Oracle Express bundled with an Oracle relational database. The company chose Hyperion Essbase for its performance, functionality and ease of implementation. Heilpern added, "It took us just 37 days to get our model up and running, and 21 days of that was waiting for the hardware to arrive."

Hyperion Essbase and Hyperion Wired for OLAP run on a Dell server with 4-200 MHz Pentium chips, running Windows NT.

### About Hyperion Essbase OLAP Server






Hyperion Essbase OLAP Server is a strategic analytical platform optimized for enterprise management reporting, analysis and planning applications. It supports multi-user read/write access, large-scale data capacity, robust analytical calculations, rich attribute analyses, and sophisticated OLAP queries and delivers it all in a web-centric architecture across multiple open hardware platforms. Hyperion Essbase provides intuitive multidimensional data navigation and consistent, rapid response times in network-centric computing environments. The world record holder for the fastest performance in the industry standard APB-1 OLAP benchmark, Hyperion Essbase delivers speed of thought response times to thousands of users, leveraging hundreds of analytic applications and analyzing hundreds of terabytes of information.





Hyperion Essbase allows corporations to deliver analytic applications directly from operational systems or within an overall enterprise data warehousing architecture. Analytic applications commonly implemented with Hyperion Essbase include e-Business Analytics, Enterprise Performance Management, CRM Analytics, Manufacturing Analytics, Demand Management Analytics, HRM Analytics and Industry Solutions. More than 300  Hyperion alliance partners, including Baan, , , PeopleSoft, ShowCase and Walker, leverage Hyperion Essbase as a strategic enterprise OLAP platform for analytic applications.

### About Hyperion Wired for OLAP

Hyperion Wired for OLAP is an award-winning OLAP reporting, analysis and visualization tool suite for the enterprise. With interoperable Windows and Java editions, Wired for OLAP enables a wide range of users from analysis-intensive knowledge workers and top executives to information consumers throughout the corporation to report, analyze, and share information over the Internet, corporate intranet, or extranet.

### About Hyperion

The worldwide analytic application software leader,  Hyperion Solutions Corporation (Nasdaq:HYSL) gives today's knowledge workers the "freedom to succeed" with software, services and partner offerings that help them understand and optimize their businesses. More than 6,000 organizations worldwide use  Hyperion's analytic application software products, which include market-leading packaged analytic applications, and OLAP server technology and tools.  Hyperion's customers include more than 60 of the Fortune 100 and more than 40 of the Financial Times European Top 100 companies. In addition, more than 300 leading data warehousing, OLAP tools, services, ERP, packaged application, and platform alliance partners extend the value of  Hyperion's products and services to deliver maximum flexibility and choice to customers. Headquartered in Sunnyvale, California, the company has offices in 26 countries. Information on  Hyperion's products and services is available at <http://www.hyperion.com>, [info@hyperion.com](mailto:info@hyperion.com), or 1-800/286-8000.

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